

A photograph of Harvard Square in Cambridge, Massachusetts. In the foreground, there are large planters filled with bright orange and yellow flowers. In the middle ground, a brick building with a large arched window displays a sign that reads "OUT OF TOWN NEWS". Several people are walking around the plaza, and some are sitting at outdoor tables with metal chairs. In the background, there are modern multi-story buildings and streetlights. The overall scene is a busy urban plaza.

**CONCEPT DEVELOPMENT**  
**Harvard Square Kiosk and Plaza**

Working Group #5  
December 13, 2017



# AGENDA

## 1. PRESENTATION:

- CALL FOR IDEAS
- KIOSK SCHEMES
  - PLUG-INS
- PLAZA SCHEMES
  - AMENITIES
  - PROGRAMMING

## 2. DISCUSSION: THREE SCHEMES

# WORKING GROUP GOALS

- Flexible and adaptable – across seasons, different times of day, month, or year
- Welcoming and safe for all users
- A community gathering space
- Navigable – maintaining the space as a busy and thoroughfare
- Dynamic and engaging
- “Increase the JOY of being in Harvard Square for all types of people” John Shapiro

# CALL FOR IDEAS: USERS

## CURRENT USERS

COMMUTERS  
RESIDENTS  
INTERNATIONAL VISITORS  
  
DOMESTIC TOURISTS  
  
UNIVERSITY STUDENTS  
HOMELESS  
PEOPLE SEEKING INFORMATION  
PEOPLE SEEKING NEWS  
CHESS PLAYERS  
PEDESTRIANS PASSING THROUGH  
PEOPLE SEEKING DIRECTIONS  
  
PEOPLE SEEKING HARVARD  
MEMORABILIA  
PEOPLE SEEKING SNACKS  
TOUR GROUPS  
PEOPLE WATCHING ENTERTAINMENT  
  
BUSKERS  
VENDORS  
LOCAL BUSINESSES  
LOCAL WORKERS  
PEOPLE SEEKING RESTROOMS

## FUTURE USERS

PEOPLE SEEKING KNOWLEDGE:  
history, books  
PEOPLE READING NEWS  
HOMELESS SEEKING INFORMATION  
PEOPLE COMING TO EXCHANGE  
IDEAS  
PEOPLE ATTENDING  
PERFORMANCES  
  
SHOPPERS  
COOKING STUDENTS  
LOCAL BUSINESS OWNERS  
CHILDREN SCHOOL CLASSES  
CHILDREN & FAMILIES

# CALL FOR IDEAS: USES/AMENITIES

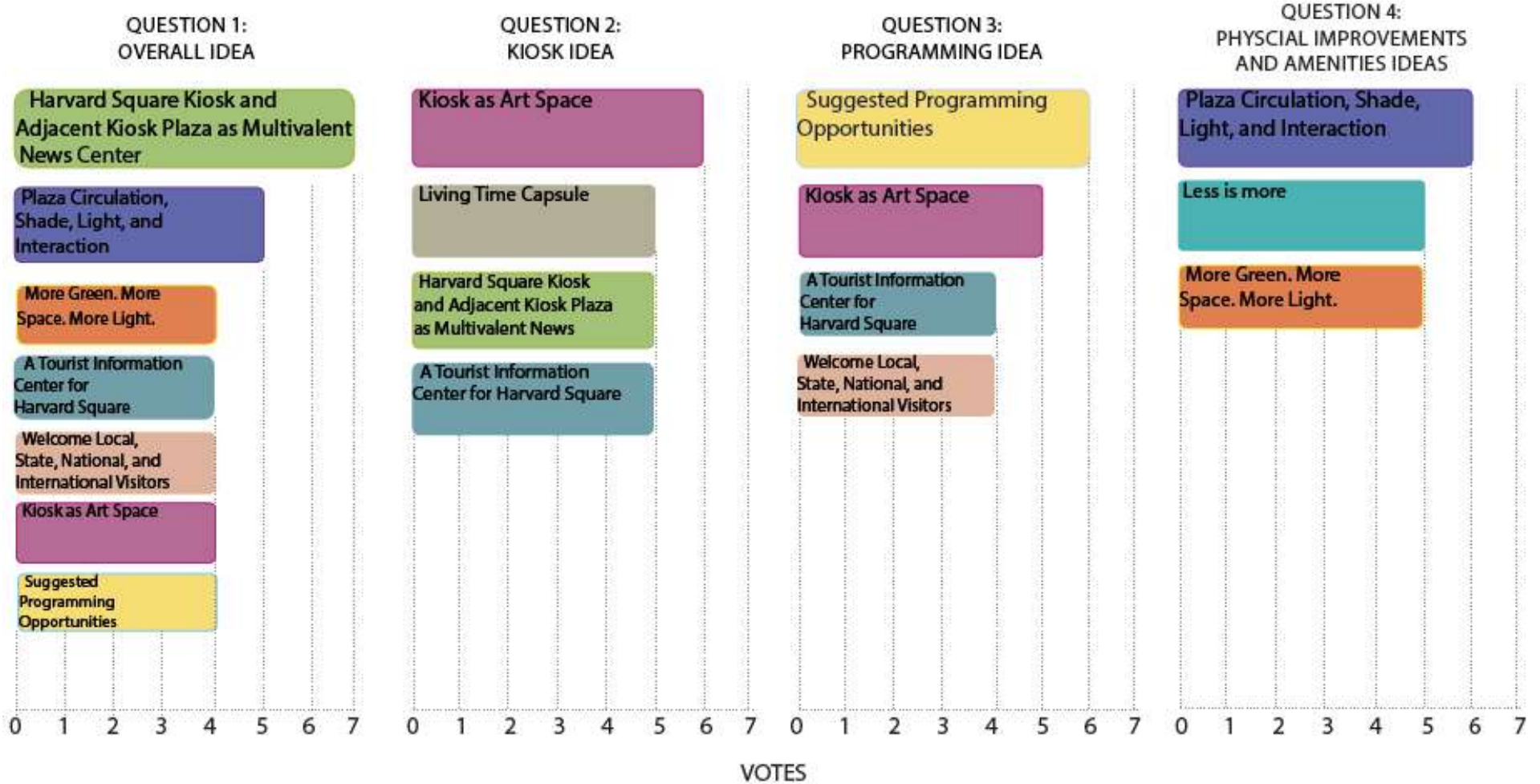
## KIOSK USES

Visitors' Center  
News-past, present, future, digital & print  
Cambridge information and events  
History/Living Time Capsule  
Cambridge history micro-museum  
Café  
Art exhibits/celebrations  
Multi-use pop-ups with local business involvement  
R&D science & innovation showcase  
Teasers for nearby venues  
Florist shop  
Place for discourse

## PLAZA USES

Sitting  
Eating  
Performance space  
Free speech space  
Speaker programs  
Art installations/Sculpture garden  
Tour group gathering  
Cell phone charging  
Food vending  
Retail or arts/crafts vending  
Seasonal thematic programming or related to local events  
Garden  
Quiet contemplation  
Water feature  
Bonfires  
Thematic programming related to history

# CALL FOR IDEAS: RANKING



# CALL FOR IDEAS: DESCRIPTIONS

TITLE	SUMMARY/MAIN POINTS	PHYSICAL AMENITIES	PROGRAMMING
<b>Harvard Square Kiosk and Adjacent Kiosk Plaza as Multivalent News</b>	<ul style="list-style-type: none"> <li>• Kiosk: Welcome Center with ticket booth, tourist center, newstand and small history museum</li> <li>• Plaza and Amenities: water feature, seating and umbrellas, landscaping, pulldown screen, vendor carts</li> </ul>	<ul style="list-style-type: none"> <li>• Movie screen</li> <li>• Vendor carts</li> <li>• Water feature</li> </ul>	<ul style="list-style-type: none"> <li>• Visitor Center</li> <li>• News</li> <li>• History Museum</li> <li>• Sports and movie screening</li> <li>• Vending</li> </ul>
<b>Kiosk as Art Space</b>	<ul style="list-style-type: none"> <li>• The Kiosk could be a great “pop-up” space for two or three artists at a time to display and sell their work.</li> </ul>	<ul style="list-style-type: none"> <li>• Pop-Up Space</li> </ul>	<ul style="list-style-type: none"> <li>• Art exhibition</li> </ul>
<b>Plaza Circulation, Shade, Light, and Interaction</b>	<ul style="list-style-type: none"> <li>• Pedestrian Circulation improvements to allow more efficient movement through space and invite lingering</li> <li>• Light, Shade &amp; Public Art to define a distinctive public space</li> <li>• Interactive display to provide information and wayfinding</li> </ul>	<ul style="list-style-type: none"> <li>• Seating areas</li> <li>• Landscaping</li> <li>• Illumination (night)</li> <li>• Digital display</li> <li>• Public art</li> </ul>	
<b>More Green. More Space. More Light.</b>	<ul style="list-style-type: none"> <li>• Introduce more green: eliminate the Pit, plant shade trees in space</li> <li>• Create more space inside and outside Kiosk</li> <li>• Bring more light to underground MBTA station</li> </ul>	<ul style="list-style-type: none"> <li>• Trees</li> <li>• Glass enclosure addition to Kiosk</li> <li>• Translucent plaza ground treatment</li> </ul>	
<b>A Tourist Information Center for Harvard Square</b>	<ul style="list-style-type: none"> <li>• Recommendations for a professional tourist information center (TIC) in the Harvard Square Kiosk</li> </ul>	<ul style="list-style-type: none"> <li>• Visitor Center</li> </ul>	
<b>Less is More</b>	<ul style="list-style-type: none"> <li>• Introduce seating inside and around Kiosk</li> <li>• Introduce interactive digital displays</li> <li>• Primary role for Plaza is point of access to MBTA Red Line</li> </ul>	<ul style="list-style-type: none"> <li>• Seating</li> <li>• Digital displays</li> </ul>	

TITLE	SUMMARY/MAIN POINTS	PHYSICAL AMENITIES	PROGRAMMING
<b>Welcome Local, State, National, and International Visitors</b>	<ul style="list-style-type: none"> <li>• Maintain the historic value and traditions of the square, keep the space locally maintained and operated.</li> <li>• Maintain attractive, unique, locally run business or community entity in this space</li> <li>• Continue to sell most popular newspapers and magazines in small outdoor areas</li> <li>• Maintain classic essence of the Kiosk building structure</li> <li>• Staff the space year round and 7 days a week with long hours</li> <li>• Support through dedicated tourist, visitor and local sponsorship revenue; Promote Harvard Square entities of all kinds through highly trained, knowledgeable personable staff</li> </ul>		
<b>Suggested Programming Opportunities for Harvard Square Kiosk</b>	<ul style="list-style-type: none"> <li>• The Kiosk should be staffed every day from early in the morning until and throughout the evening all year long</li> <li>• These events should take place throughout the year, as appropriate</li> </ul>		<ul style="list-style-type: none"> <li>• Voter registration, Wayfinding, Maps, Public Toilet locations, Tours, Harvard Square business listings, City-wide festival and events listings, Historical information, and more.</li> </ul>
<b>Living Time Capsule</b>	<ul style="list-style-type: none"> <li>• Interactive time-capsule display documenting both the city's history and community's personal memories</li> <li>• Kiosk as Welcome Center with micro museum and still sells international newspapers</li> </ul>	<ul style="list-style-type: none"> <li>• Interactive screen panels</li> <li>• Movie Screen to feature films throughout the year</li> <li>• Seating areas with solar powered phone charging stations</li> </ul>	<ul style="list-style-type: none"> <li>• Historical themed programming and amenities</li> </ul>



# KIOSK SCHEMES



1. Open and Flexible
2. Permanent Visitors' Center with Flexible Space
3. Two Kiosk Scheme
4. Indoor/Outdoor Kiosk



TOUR OF TOWN NEWS

THE HARVARD TOUR

TICKET TOUR TICKETS HERE!

TICKET TOUR TICKETS HERE!

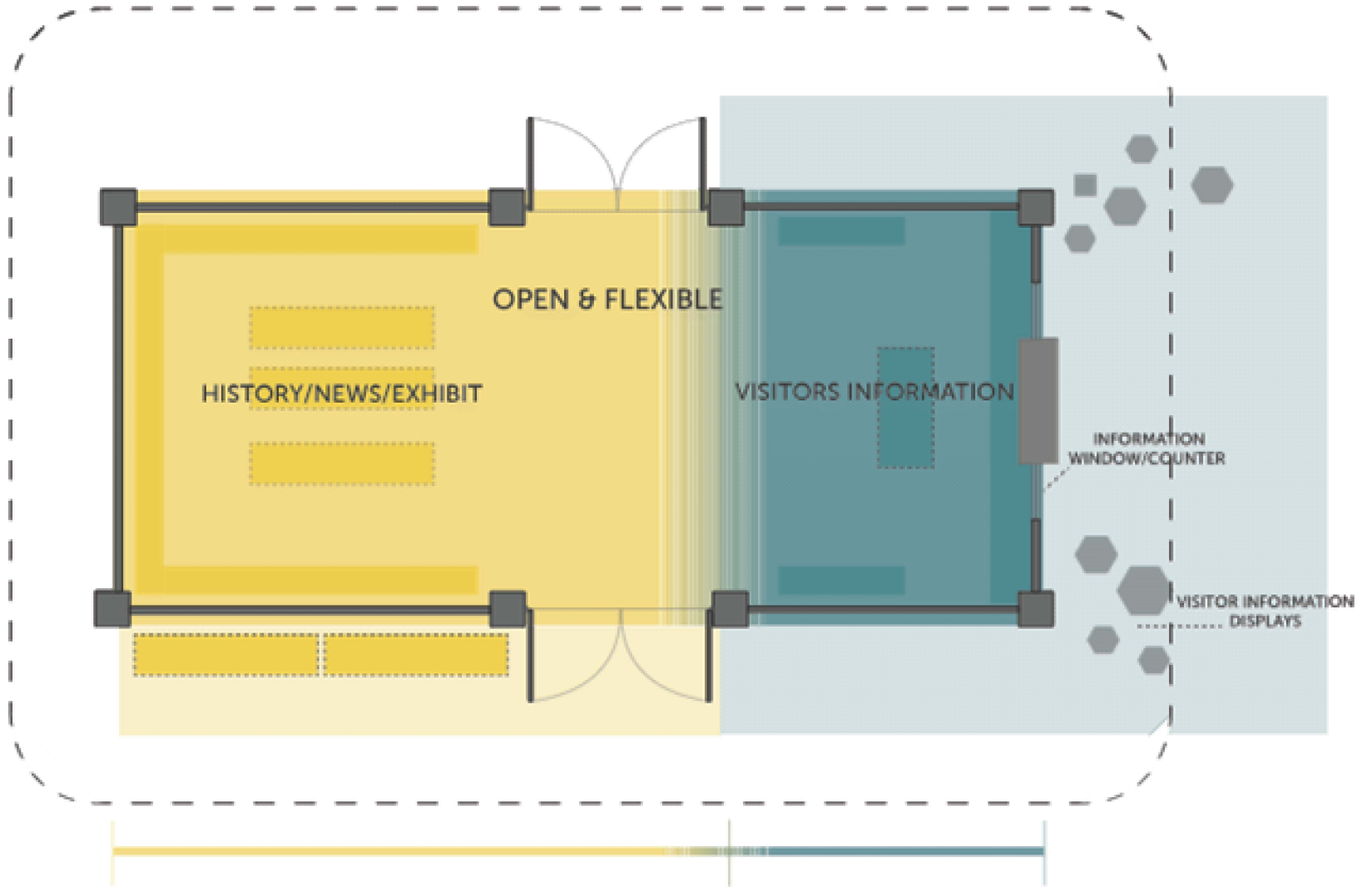
TAKE HARVARD TOUR

THE HARVARD TOUR  
Partner of the Day!  
Discover Local Businesses  
Grab a Free Map of Harvard Square!

THE HARVARD TOUR  
FREE MAPS OF HARVARD  
TOUR OF HARVARD STARTS HERE



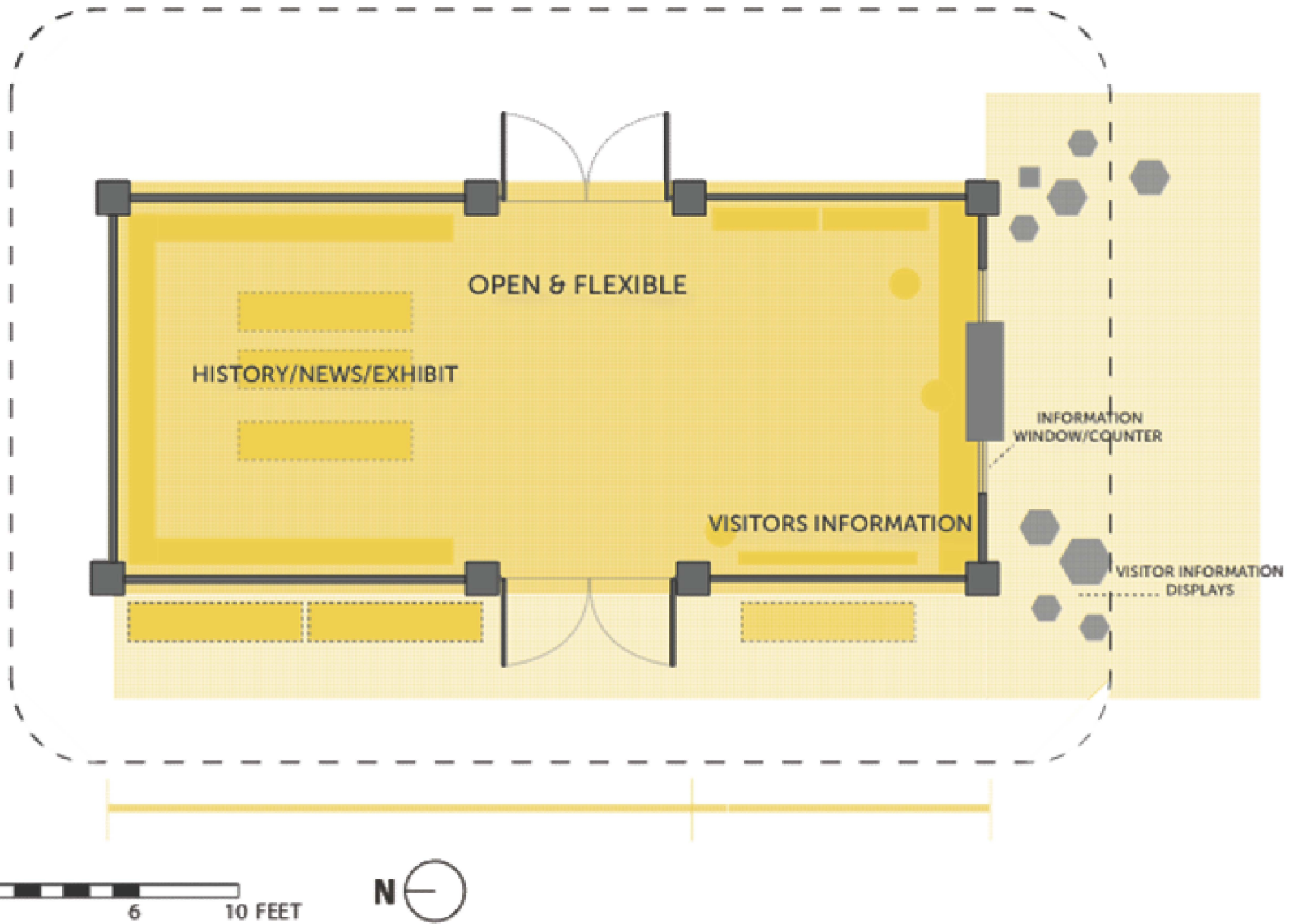
# #1 KIOSK SCHEME OPEN & FLEXIBLE



0 6 10 FEET



#1A KIOSK SCHEME  
OPEN & FLEXIBLE



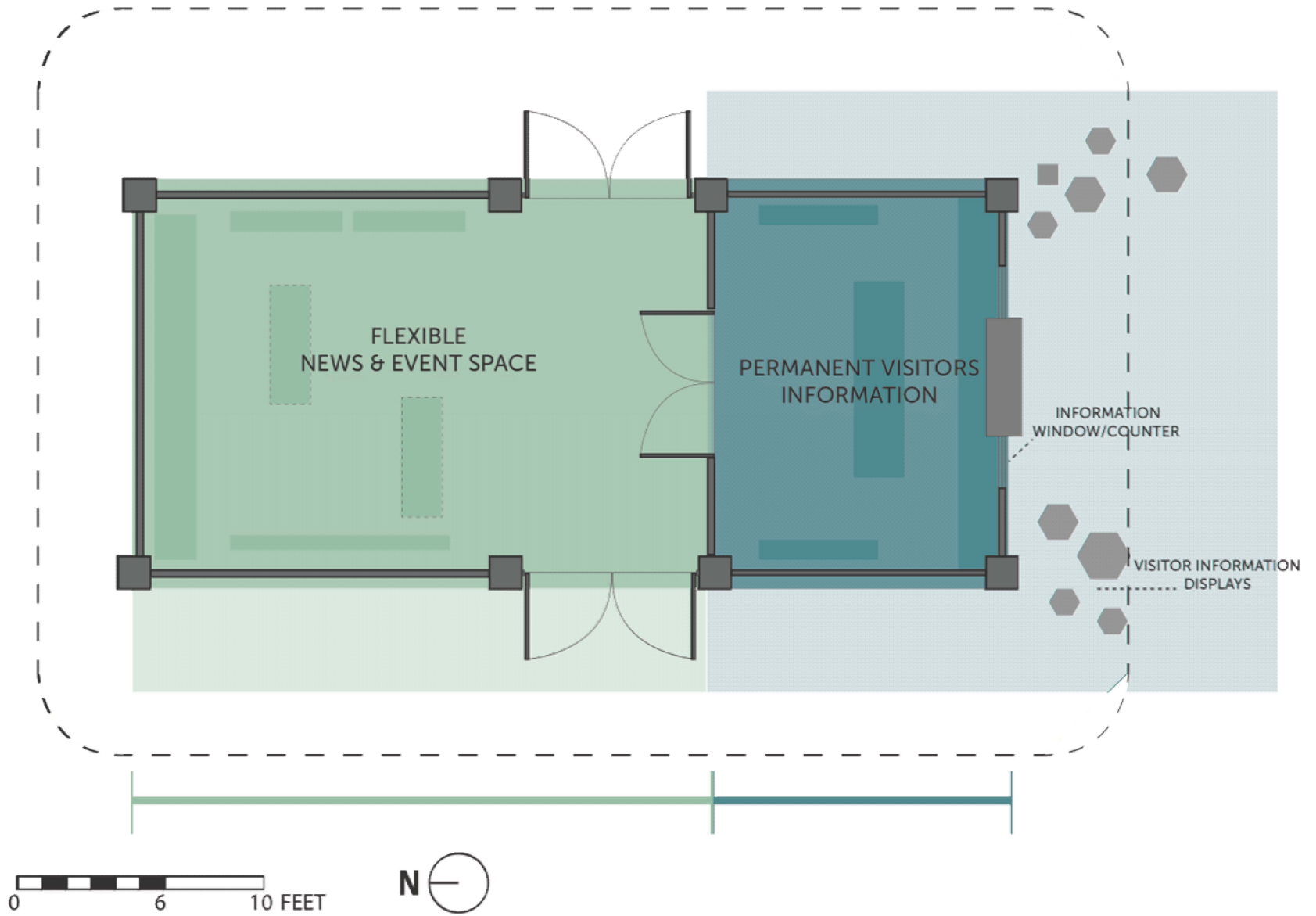
# HISTORIC EXHIBITS





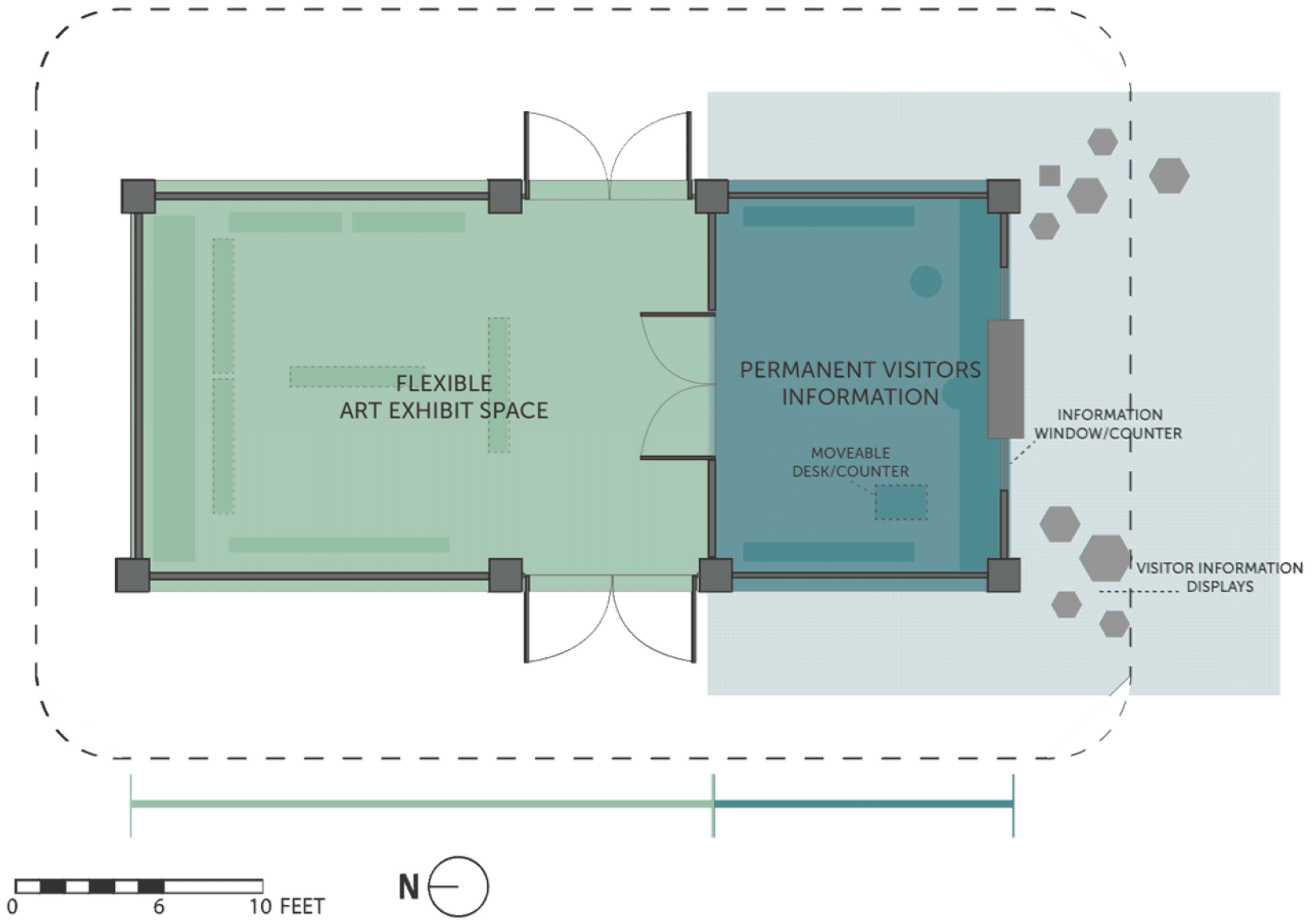
THE NEW.STAND  
NEW YORK CITY

# #2 KIOSK SCHEME FLEX SPACE WITH VISITORS INFORMATION

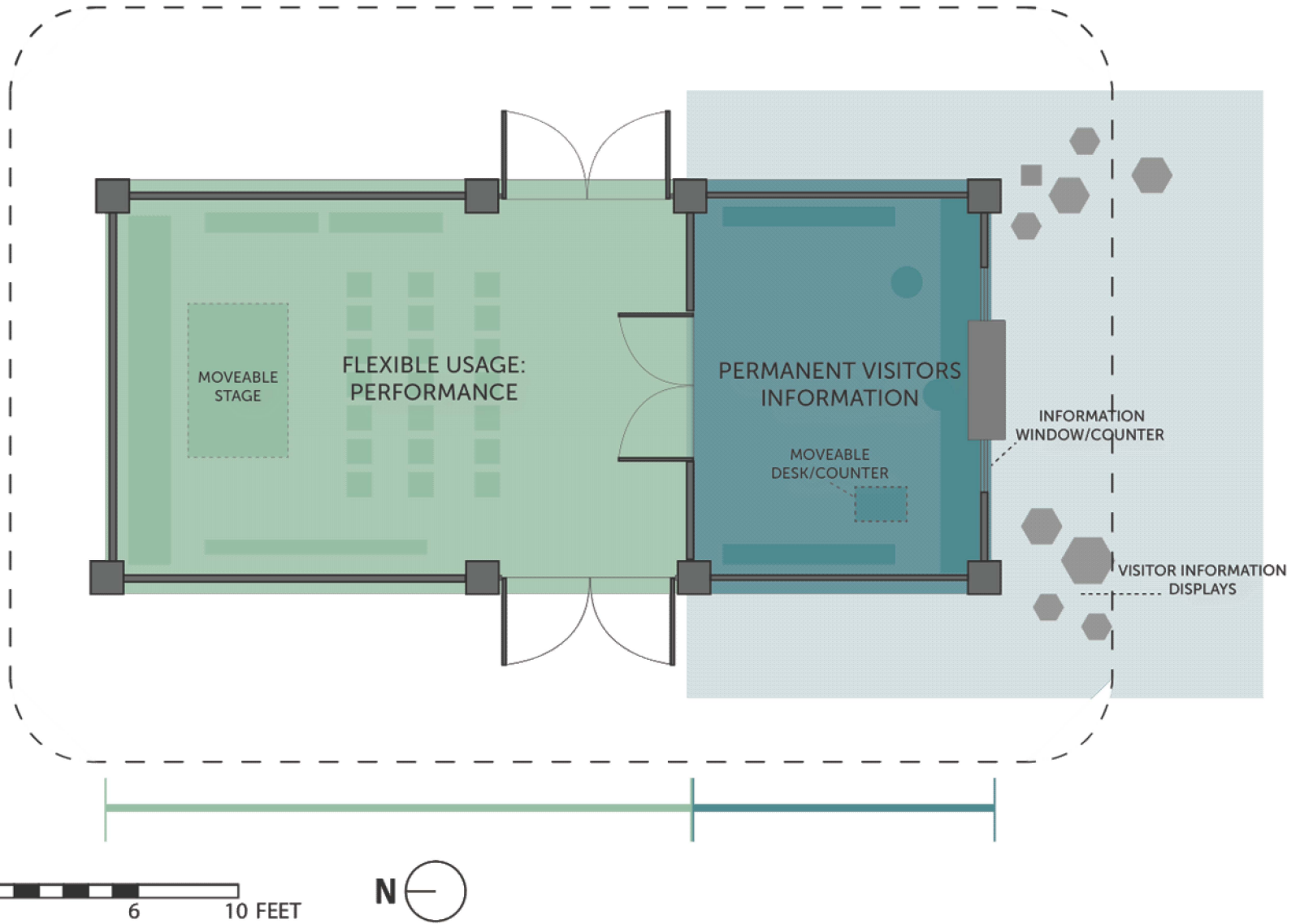




# #2A KIOSK SCHEME FLEX SPACE WITH VISITORS INFORMATION



# #2B KIOSK SCHEME FLEX SPACE USAGE



VISITORS' CENTER



## THE NEWS STAND: BARCELONA

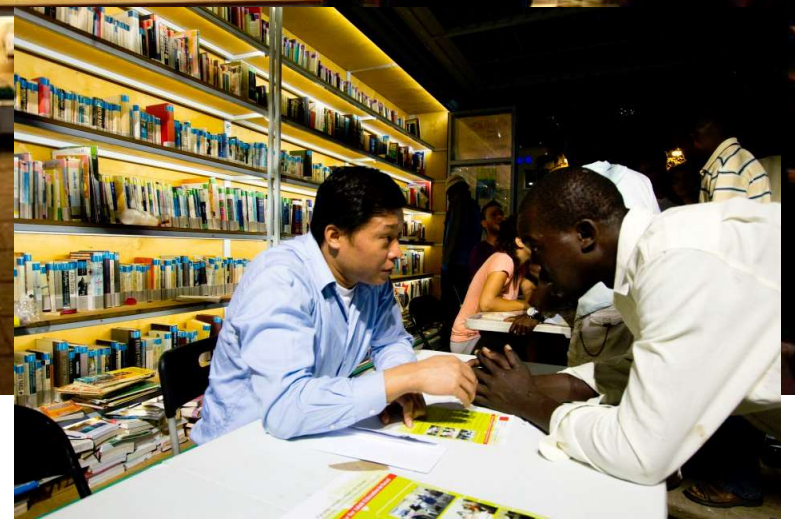




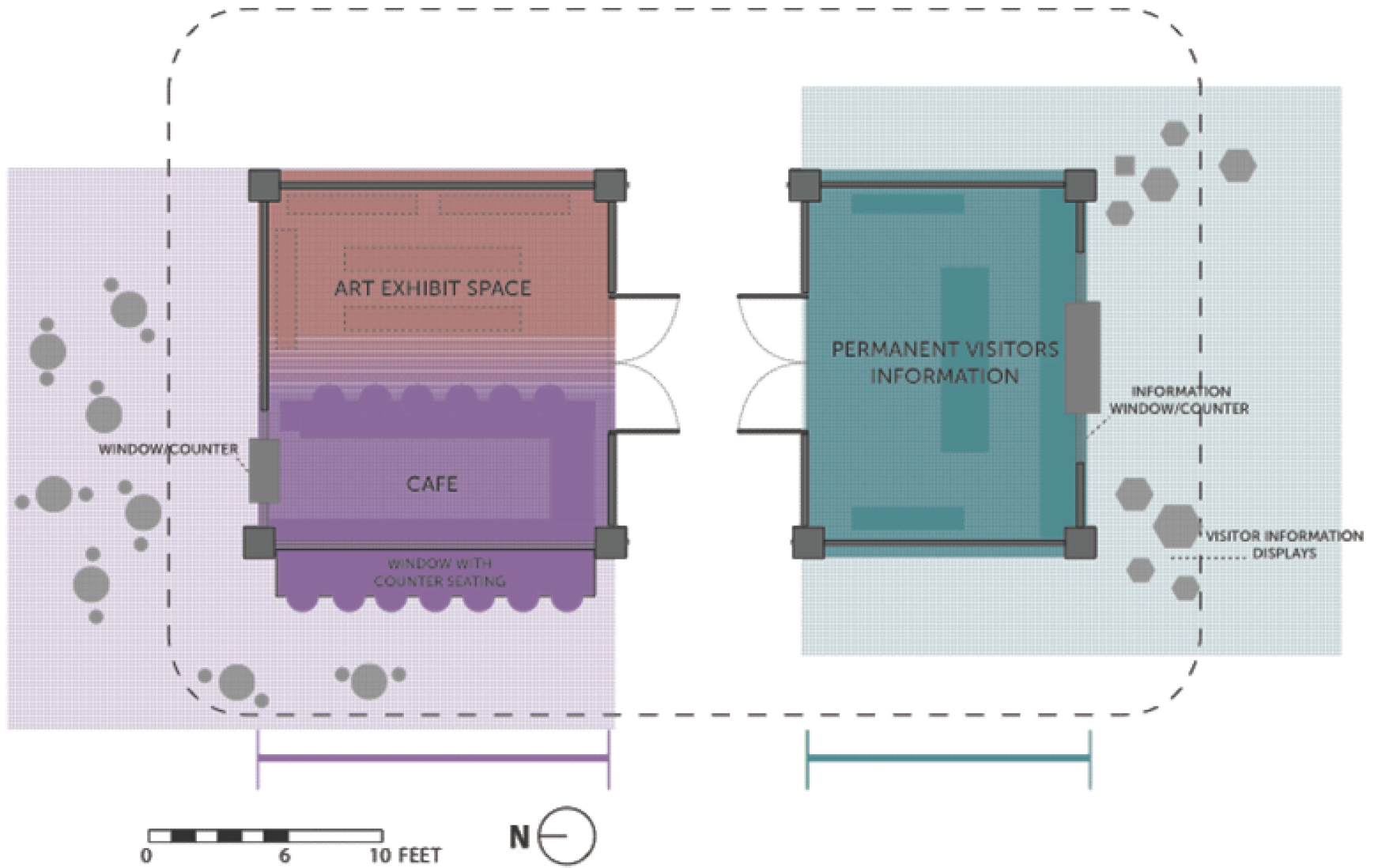
PERFORMANCE SPACE



## BOOKS AND NEWS



### #3 KIOSK SCHEME TWO KIOSKS





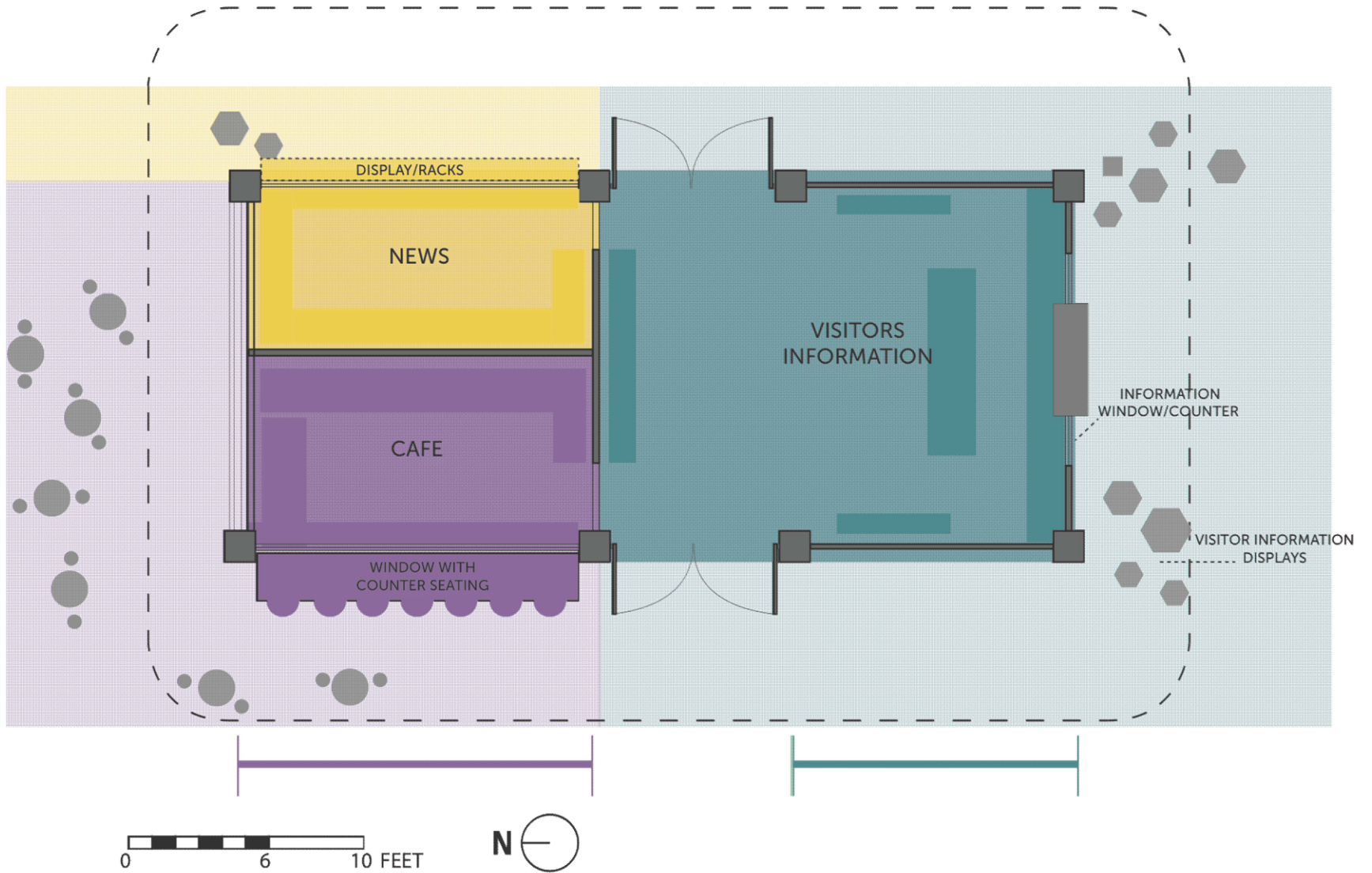


# BEACH BAR AND GRILL: DETROIT



# #4 KIOSK SCHEME

## OUTDOORS VENDING/INDOORS VISITOR INFORMATION



# NEWS STAND: NEW YORK CITY



# FOOD KIOSK/CAFE



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# HERALD SQUARE: NEW YORK CITY



# PLAZA SCHEMES

A grayscale photograph of a city plaza. In the background, there is a multi-story brick building with many windows. A curved awning or canopy covers a section of the building's ground floor. In the foreground, several people are sitting at metal chairs around a round table. There are large, bushy plants in the immediate foreground. The overall scene is a public outdoor space in an urban setting.

1. Flexible Programming & Game Area
2. Visitors' Center with Tour Area and Garden
3. Two Kiosks and Performance Area
4. Indoor/Outdoor Kiosk with Performance and Information Area

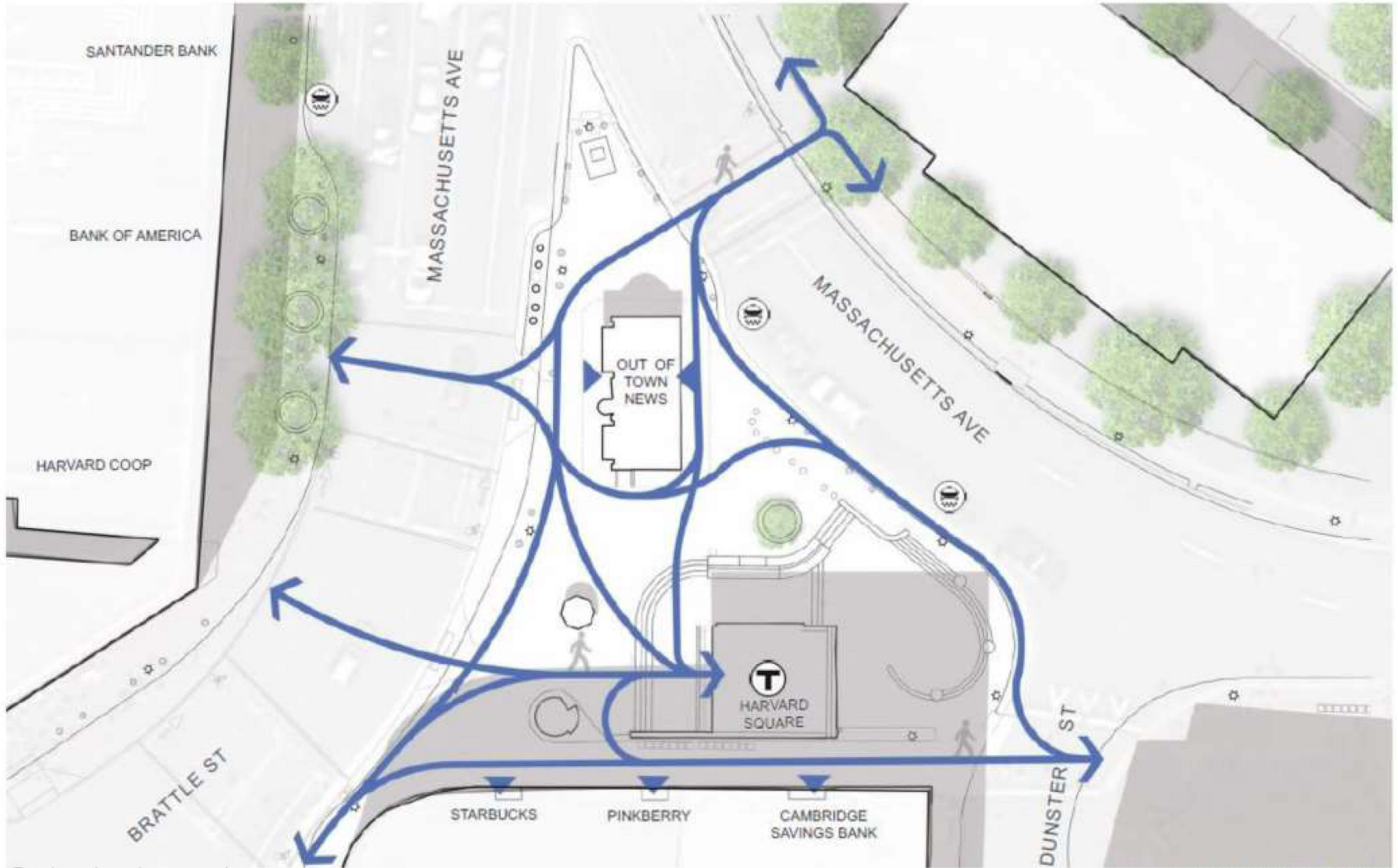










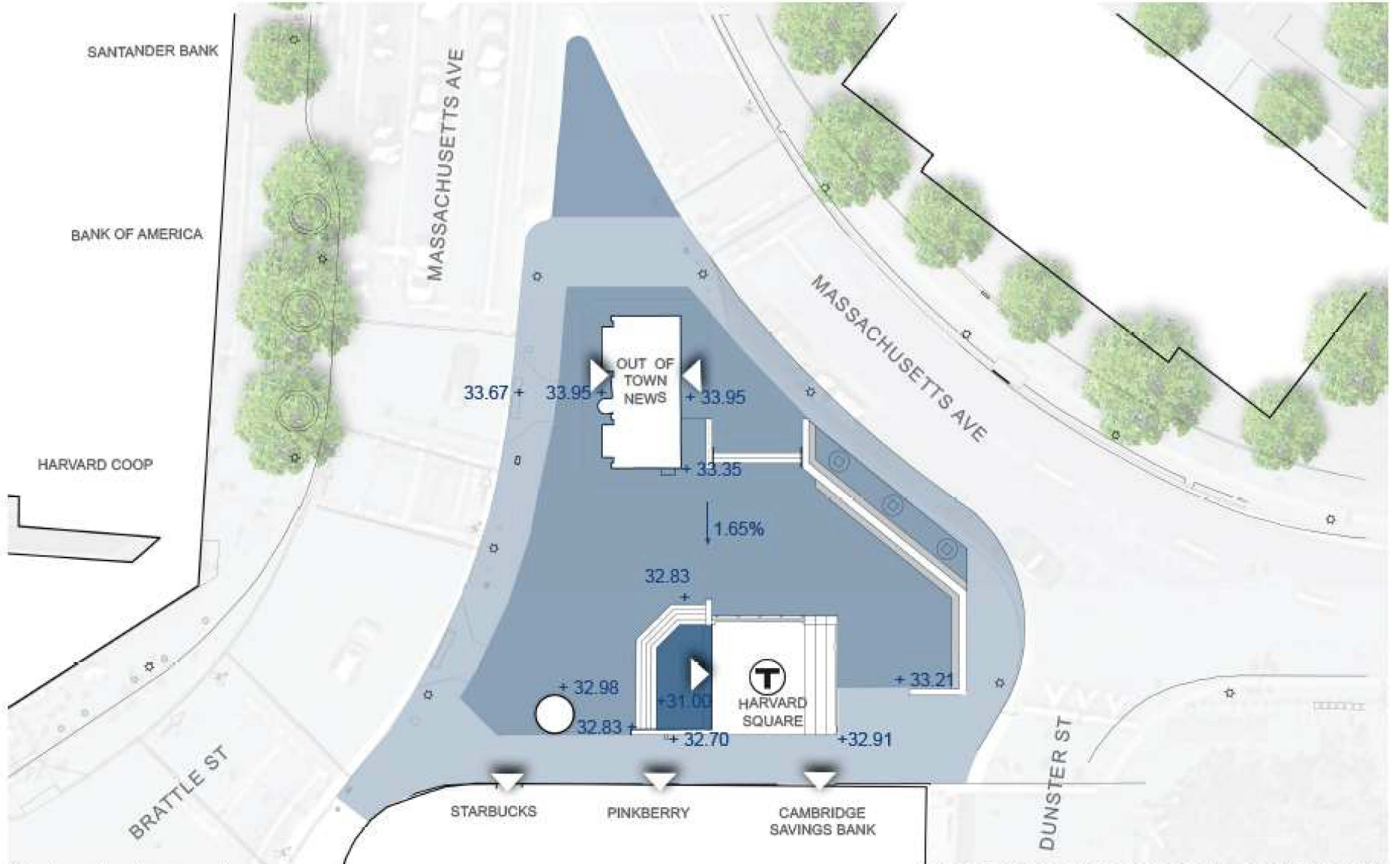


0 10 20 40 SCALE: 1" = 10'-0"

HARVARD SQUARE - CAMBRIDGE, MASSACHUSETTS  
March 31, 2016

**CIRCULATION DIAGRAM**

HALVORSON DESIGN  
PARTNERSHIP



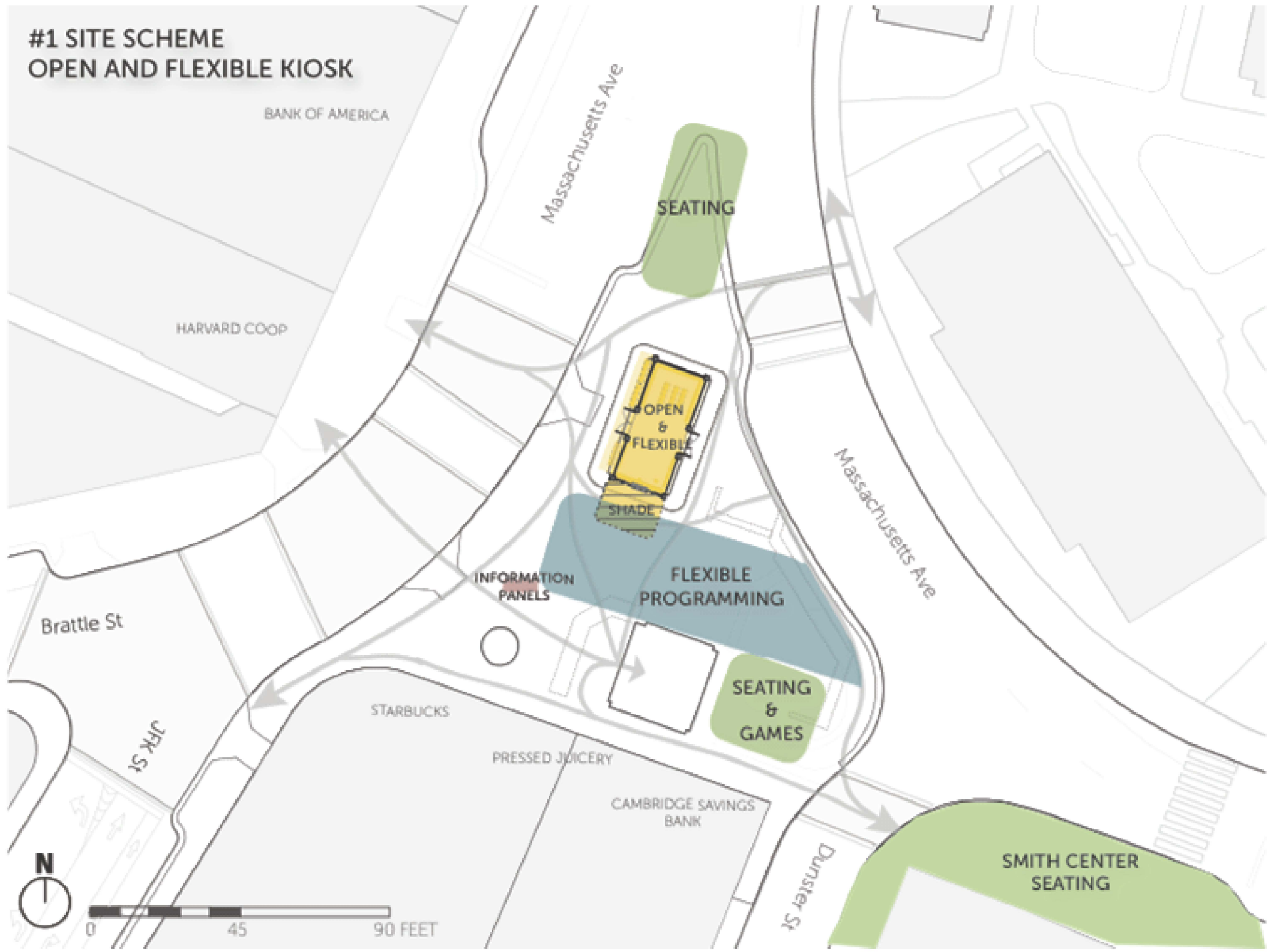
PROPOSED ELEVATION DIAGRAM - OOTN 6" LOWER

SCALE 1" = 10' - 0"

HARVARD SQUARE - CAMBRIDGE, MASSACHUSETTS  
AUGUST 01, 2016

**HR** HALVORSON DESIGN PARTNERSHIP

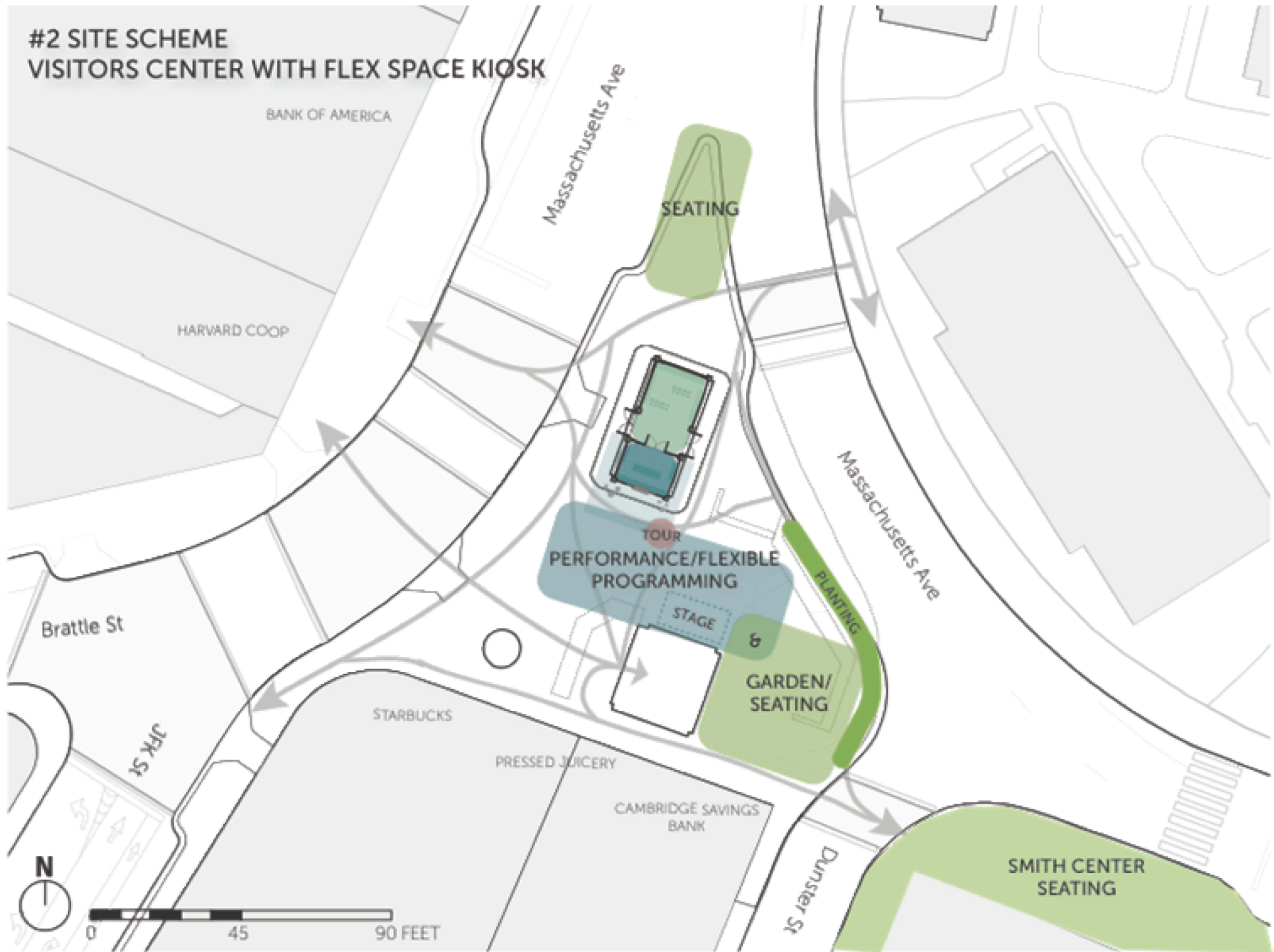
# #1 SITE SCHEME OPEN AND FLEXIBLE KIOSK



# OUTDOOR GAMES



# #2 SITE SCHEME VISITORS CENTER WITH FLEX SPACE KIOSK



BANK OF AMERICA

HARVARD COOP

Massachusetts Ave

SEATING

Massachusetts Ave

Brattle St

JFK St

STARBUCKS

PRESSED JUICERY

CAMBRIDGE SAVINGS BANK

TOUR  
PERFORMANCE/FLEXIBLE PROGRAMMING

STAGE

GARDEN/SEATING

PLANTING

Dunster St

SMITH CENTER SEATING

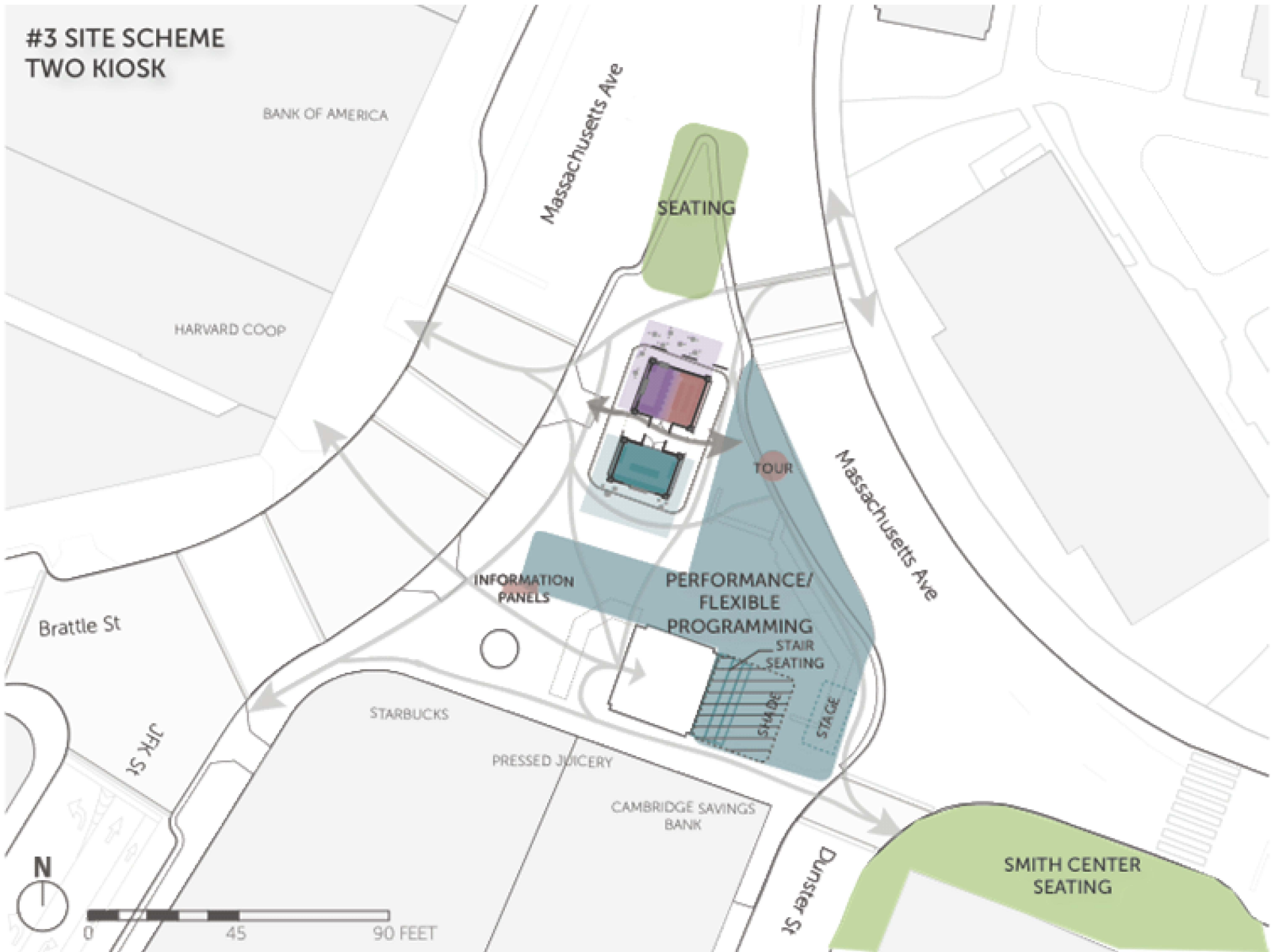


# THE GARDEN

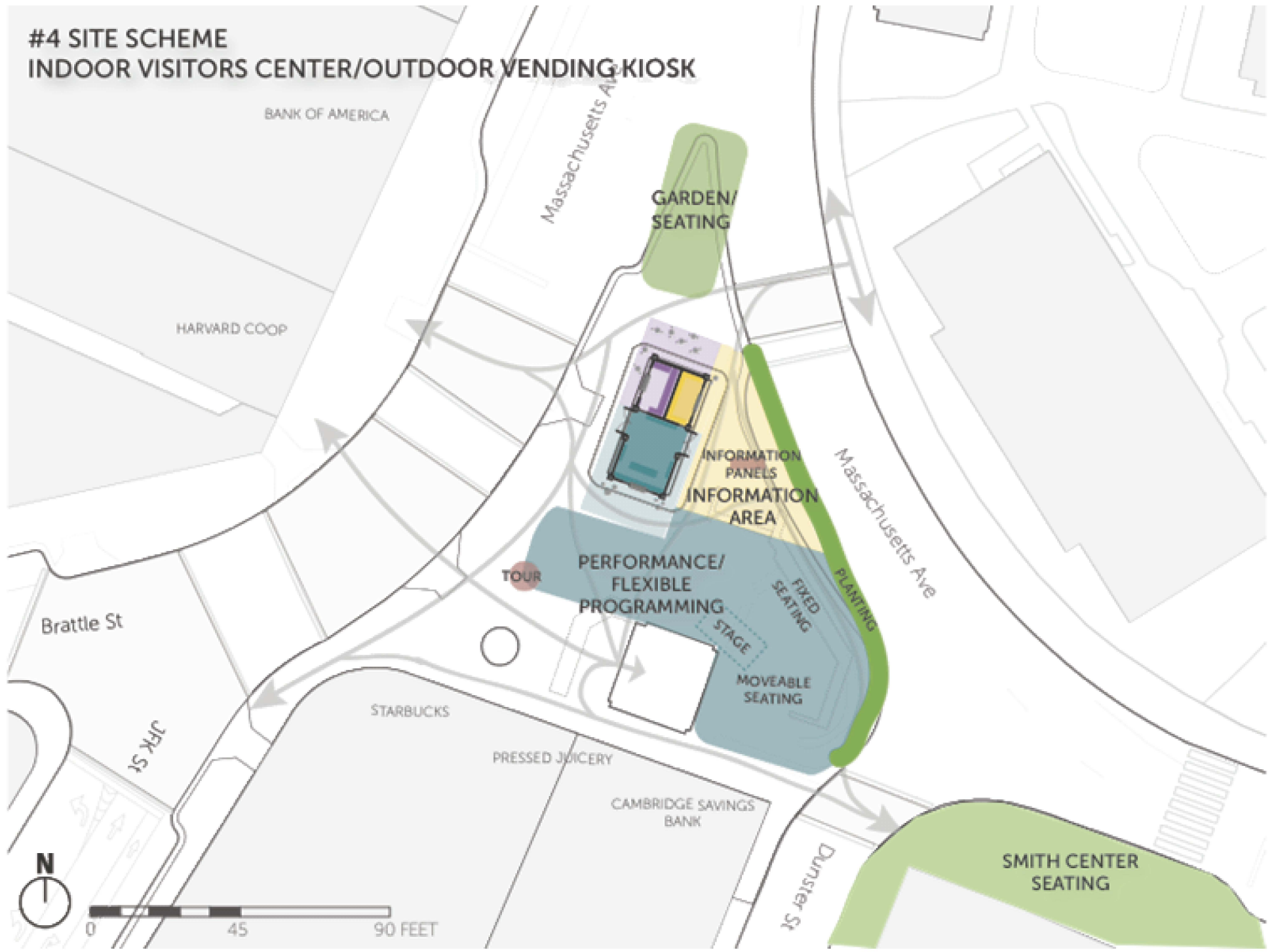




# #3 SITE SCHEME TWO KIOSK



# #4 SITE SCHEME INDOOR VISITORS CENTER/OUTDOOR VENDING KIOSK



A grayscale photograph of a city plaza. In the foreground, there are large, rounded planters filled with dense, light-colored flowers. Several people are seated at outdoor tables with metal chairs. In the background, a building with a prominent curved awning over its entrance is visible. The awning has some text on it, possibly "PORTER HOUSE". The building has multiple windows and a classic architectural style. The overall scene depicts a lively urban outdoor space.

# PLAZA PROGRAMMING

# PERFORMANCES





London, UK – street pianos

# OUTDOOR ART EXHIBITS









# FOOD VENDING







# PLAZA AMENITIES

# VISITOR INFORMATION





# INFORMATION KIOSK







Lafayette, LA





# SEATING









# PHONE CHARGERS



# SHADE







# PAVILIONS



# LIGHTING



BRRR...IT'S COLD OUT THERE!

